

1916
SANDIEGO
EXPOSITION



**SAN DIEGO
AGAIN INVITES
THE WORLD**

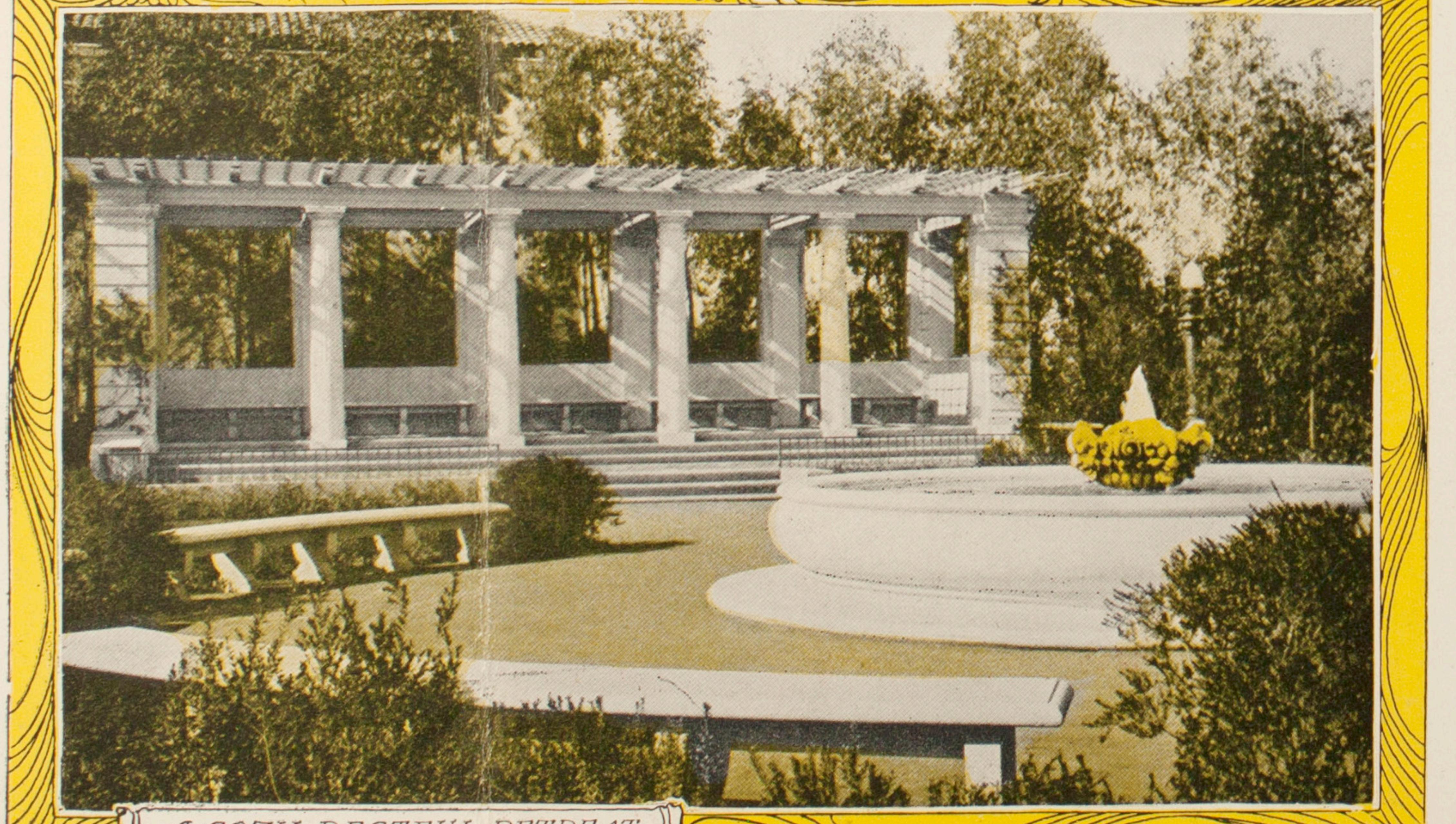
1916 ANOTHER ENTIRE YEAR 1916



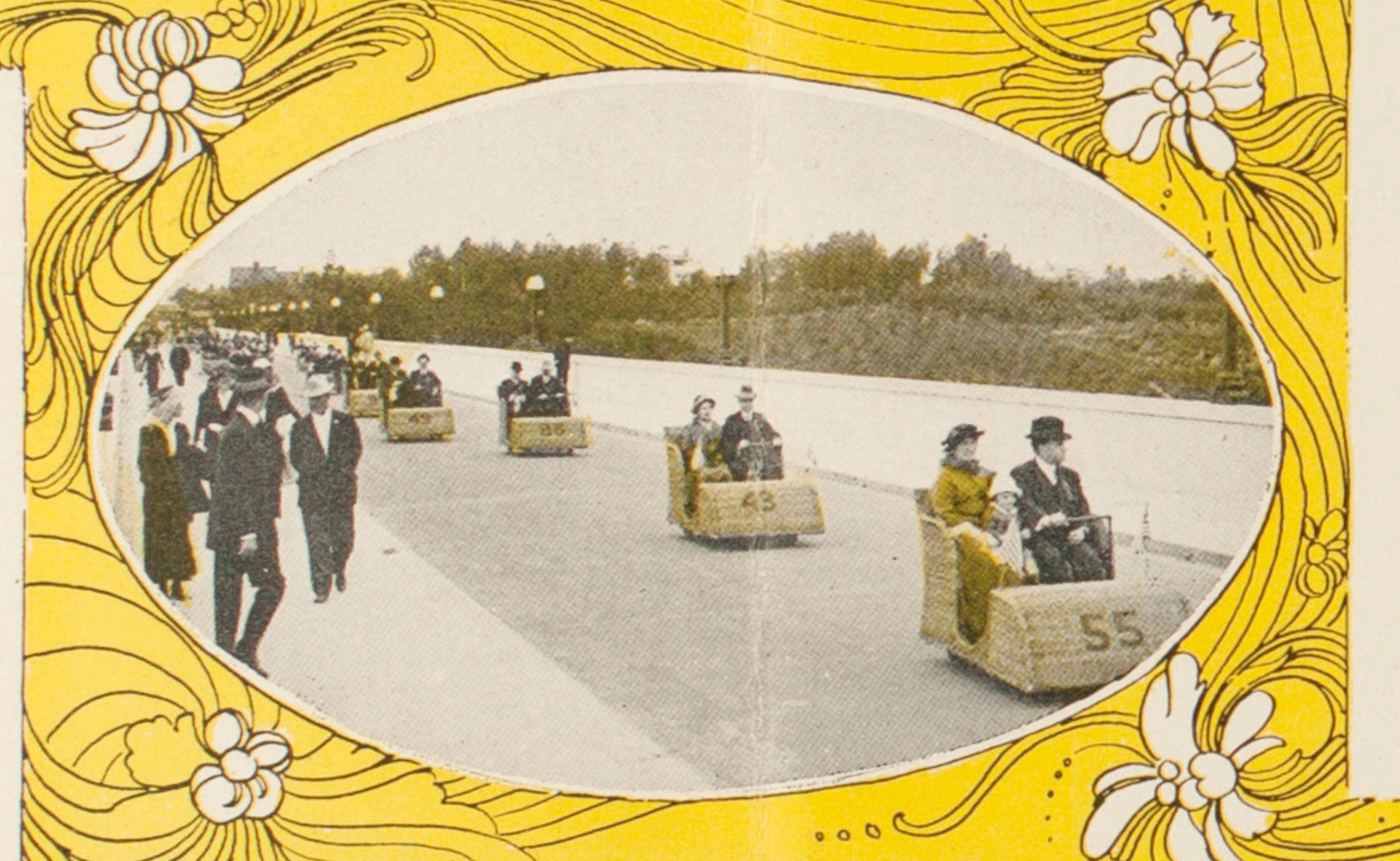
A TYPICAL CROWD ON THE PLAZA de PANAMA

FTER an interval of ten weeks following the close of San Diego's 1915 Exposition, the new 1916 Panama California International Exposition, greatly enlarged, and augmented by the addition of many important exhibits and features of the San Francisco Exposition, was formally dedicated on March 18th in the presence of an enthusiastic multitude, greater in number than any crowd of the previous year.

The San Diego Exposition, earliest aspirant for the honor of celebrating the completion of the Panama Canal, was conceived in the minds of San Diegans long before Congress made San Francisco the official celebrant of this epochal achievement. Active work toward the building of this great exposition of the Southwest was undertaken more than six years ago. It involved an expenditure of more than five millions of dollars and the untiring work of hundreds of prominent citizens of the Southwest. Architects and landscape gardeners of international reputation were secured and the Exposition was completed on time.



A COZY, RESTFUL RETREAT



ALL EXHIBITS AND BUILDINGS ARE OPEN EVERY DAY INCLUDING SUNDAYS.

AUTO TOURING PARTIES MAY BE PERMITTED TO CAMP ON THE GROUNDS.

DURING 1915 nearly two and a half million people visited the grounds and viewed the wonders of this modern Fairyland. Among them were former Presidents Theodore Roosevelt and William Howard Taft, Secretary of War Garrison, Secretary of the Navy Daniels, Secretary of the Treasury McAdoo, Secretary of the Interior Lane and scores of officials and dignitaries of this and foreign governments.

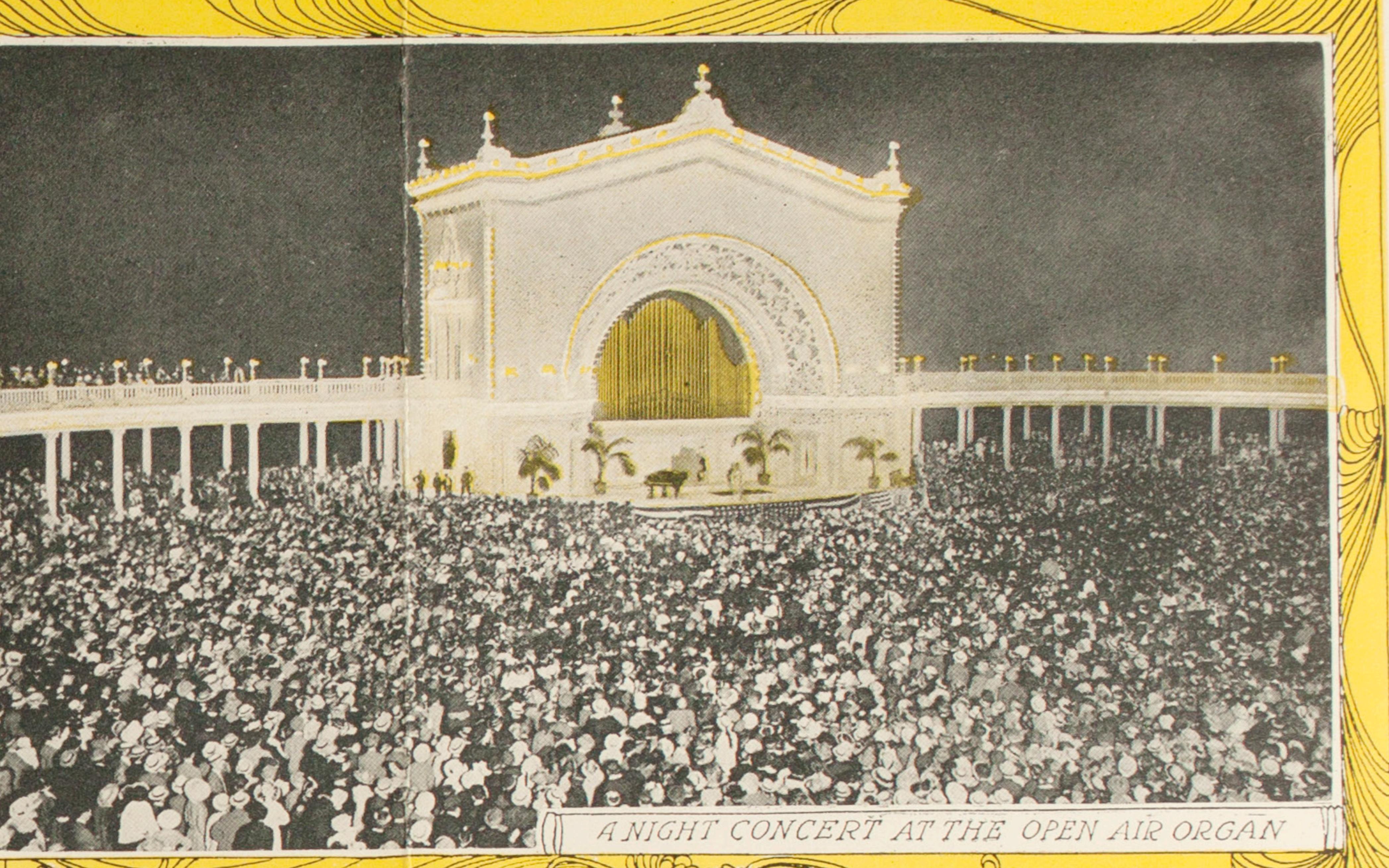
The fame of the 1915 enterprise was universal. It won the unstinted praise and the unqualified endorsement of all visitors. Architecturally it has been conceded one of the finest things ever created. From the standpoint of the landscape artist it is a gem. In every respect it is a finished thing—unique, restful, beautiful.

COVERING an area of 614 acres in the center of Balboa Park, its setting is one of exquisite beauty, at the same time being quickly and easily accessible since Balboa Park, a huge tract of 1400 acres dedicated by the city to the use and pleasure of the people for all time to come, is itself situated in the center of the city. The residence districts surround this charming spot on all sides.

The continuation of this Exposition through 1916 is largely due to the public spirited and generous support of the people of Los Angeles, San Diego's metropolitan neighbor on the North. Recognizing the merit of the project and its value to all of Southern California, prominent men of affairs in that city volunteered to assume part of the responsibility for its maintenance and management for a second year. They raised a guarantee fund to insure its success and nine of them were elected to the Board of Directors where, together with their San Diego confreres, they are working earnestly and intelligently to make the new International Exposition a still greater success.



LOOKING DOWN THE Isthmus



A NIGHT CONCERT AT THE OPEN AIR ORGAN

THE termination of the Panama-Pacific International Exposition at San Francisco, with its elaborate and varied features, afforded an unusual opportunity to secure for this new project important exhibits, in addition to those which were displayed during the preceding year. Foreign Governments promptly accepted the invitation to participate and as a result the new and enlarged Exposition now boasts the fascinating displays of Canada, France, Italy, Russia, Switzerland, Germany, Austria, The Netherlands, Spain, Portugal, Japan, Brazil, India and Persia, until every inch of exhibit space has been taken and requests from many prospective exhibitors have had to be declined.

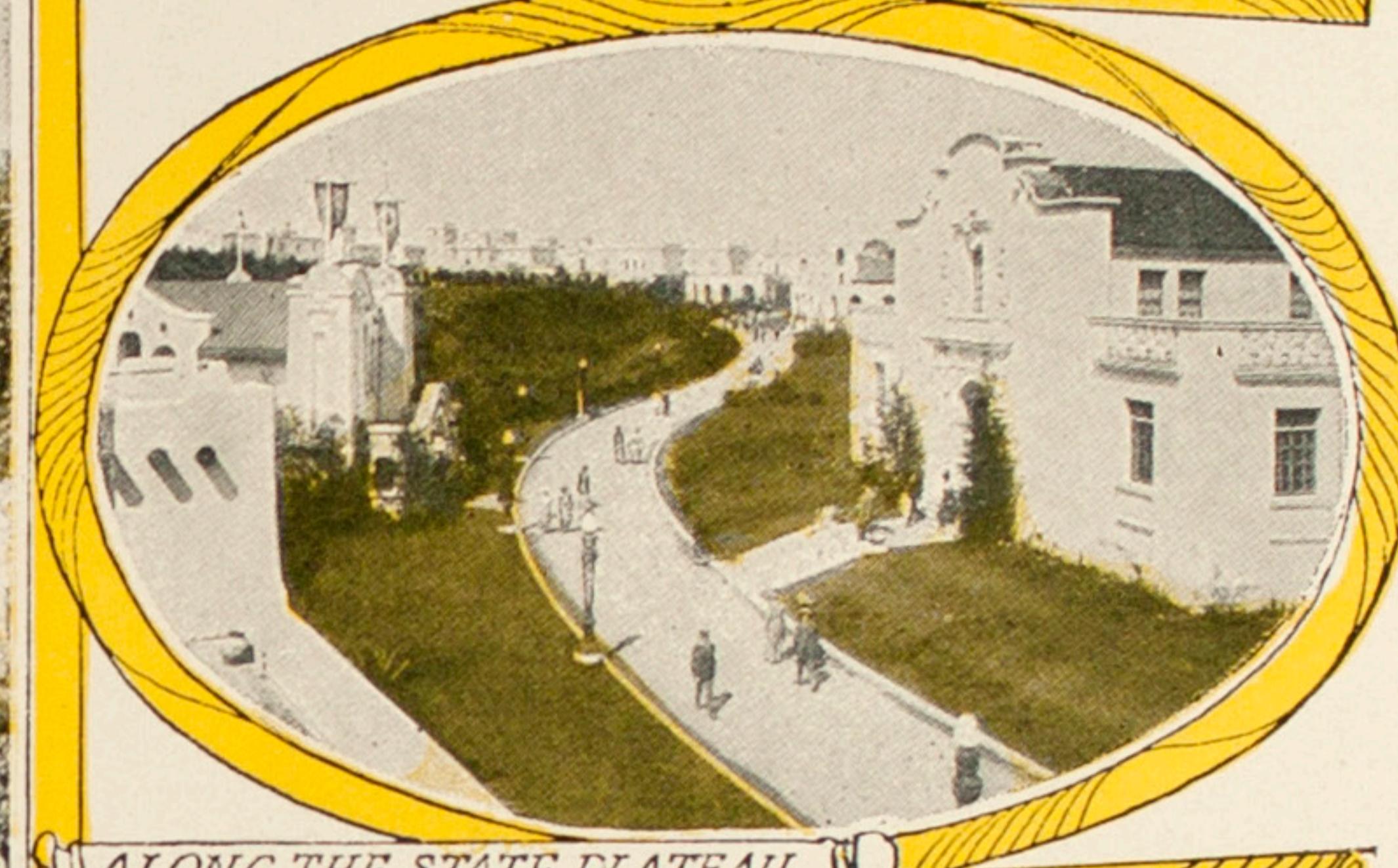
The United States Government has given cordial support and has installed several exceedingly interesting exhibits. The Pan-Pacific Countries have been enthusiastic participants from the first. The various sections of California have spent large sums on the installation of suitable exhibits and the County buildings and displays add much to the value of the educational aspect of the Fair.



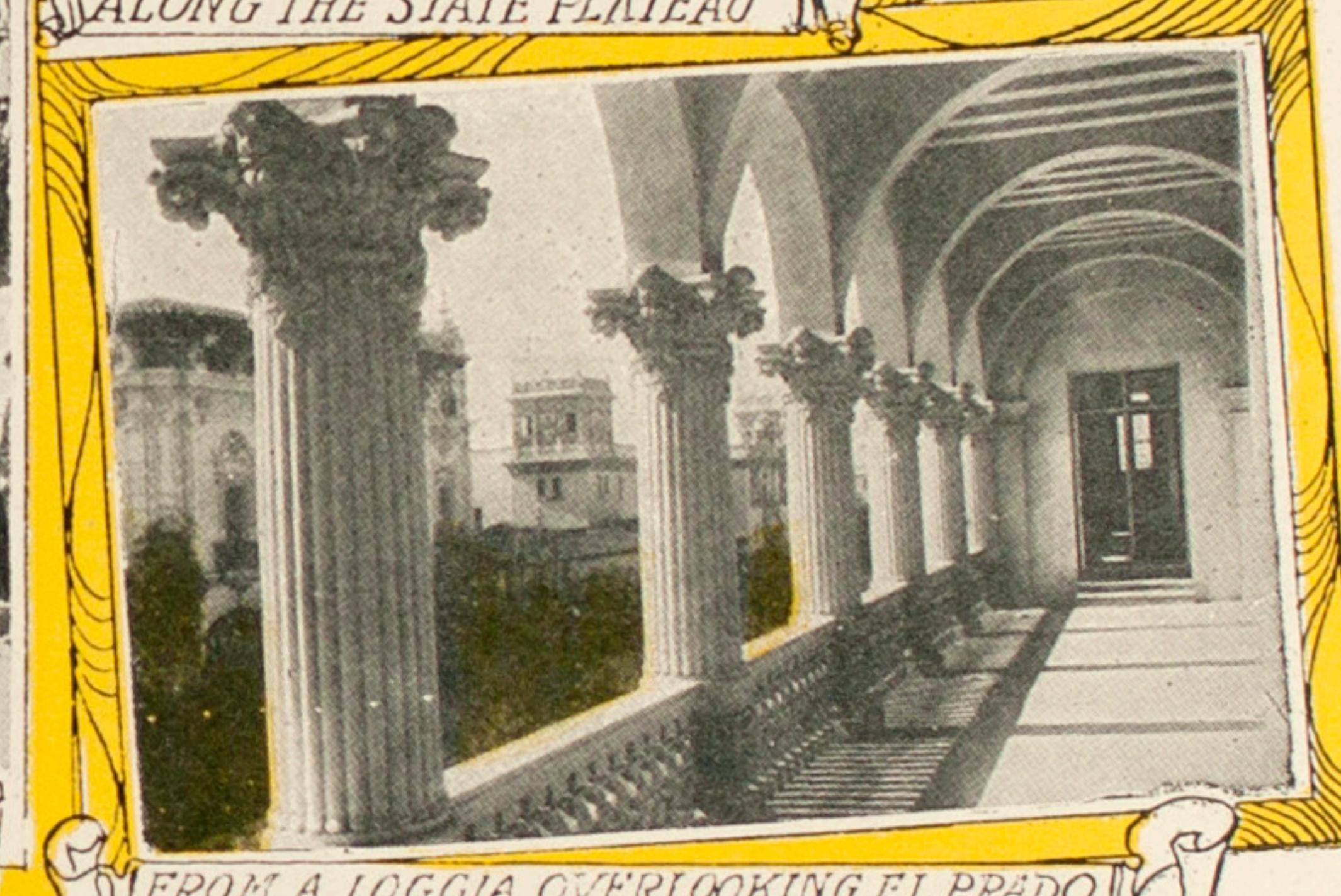
DEDICATION DAY EXERCISES



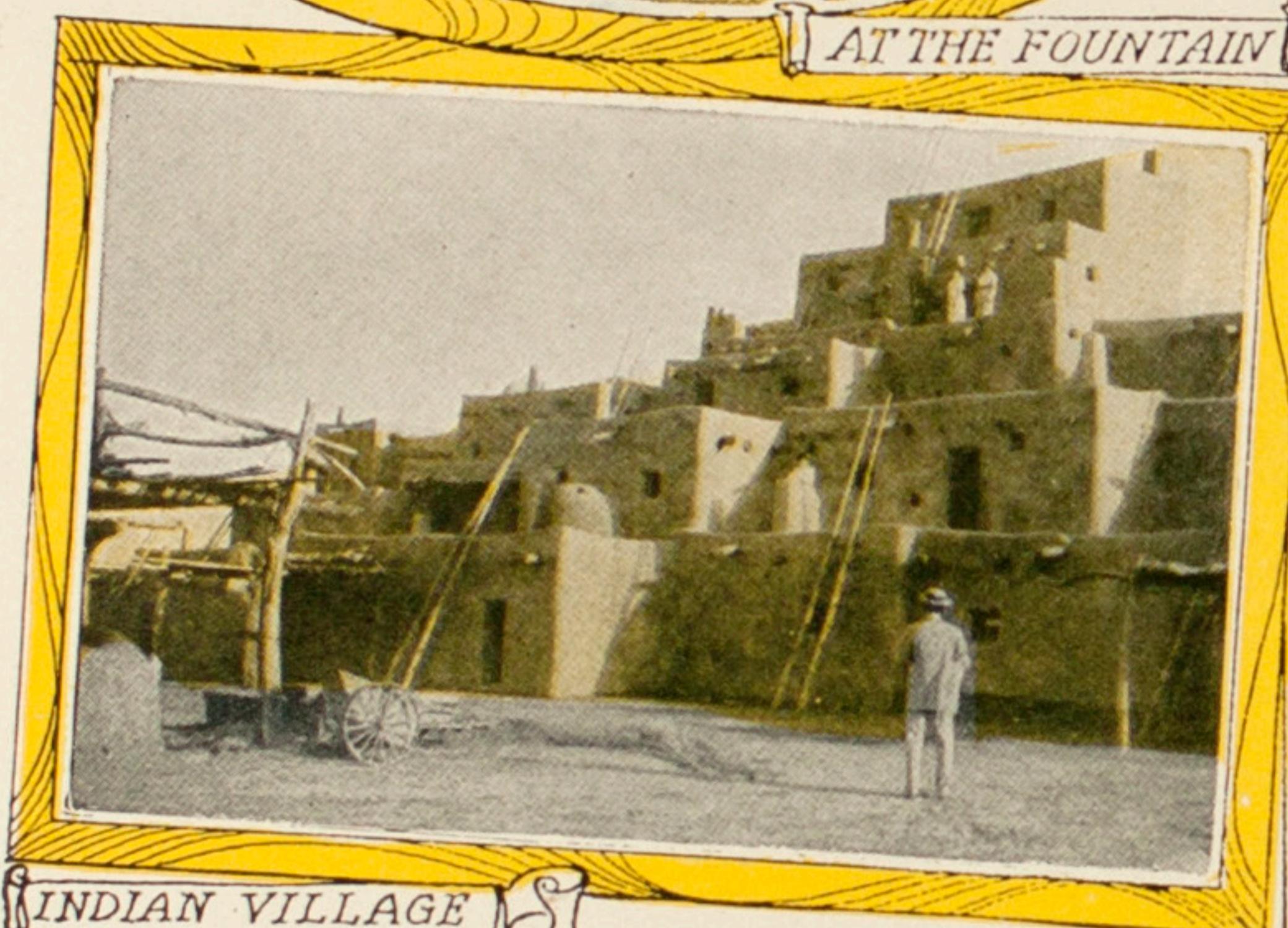
LOOKING TOWARD LEAP YEAR COURT



ALONG THE STATE PLATEAU



FROM A LOGGIA OVERLOOKING EL PRADO



INDIAN VILLAGE

LOOKING FROM THE PLAZA CALIFORNIA BUILDING IN BACKGROUND

The "Isthmus" is the name given the Exposition's amusement street. Notable among its attractions is the Santa Fe Railroad's Painted Desert and Indian Village, constructed at a cost of over \$200,000. It is a most elaborate and faithful replica of the famed New Mexican Painted Desert. Ice Skating is one of the novelties to be found on the Amusement street.

THE "CRISTOBAL" IS THE EXPOSITION'S OFFICIAL CAFE

The Exposition will continue through the year, closing at midnight of December 31st. San Diego is splendidly equipped with hotels and apartments. Visitors and travelers will find the enthusiastic words of former President Taft literally true, "Your charming fairyland provides ample reward for the trip any traveler can make, and proves that there is a real end of the rainbow."

TRANSCONTINENTAL RATES

DATES OF SALE—May 1 to September 30, inclusive. Final limit October 31, 1916

| FROM | TO | San Francisco, Oakland Los Angeles and San Diego | San Francisco | Portland, Seattle, Tacoma Other Points in Northwest |
|--|---|---|---|--|
| | Going and returning via any direct route | One way via Portland or Seattle and North Pa- cific Coast | Going and returning via direct routes to and from Denver, Colorado Springs or Pueblo | |
| Chicago | \$72.50 | \$90.00 | \$72.50 | |
| St. Louis | 70.00 | 87.50 | 70.00 | |
| Missouri River | 60.00 | 77.50 | 60.00 | |
| Minneapolis-St. Paul | 76.95 | 85.97 | | |
| Sioux City | 65.20 | 80.10 | 60.00 | |
| Peoria | 72.50 | 89.47 | 71.45 | |
| Denver, Colorado Springs, Pueblo | 55.00 | 72.50 | *60.00 | |

* Fares from Denver, Colorado Springs and Pueblo to Astoria and Portland, \$5.00 less than above.

All
Pacific
Coast
Steamship
and Railway
Lines
are offering
unusually
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Rates



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